



PRESS RELEASE

CARREFOUR CELEBRATES MADE IN CAMEROON: TWO WEEKS TO DISCOVER, TASTE AND SUPPORT LOCAL TALENT

From **May 7 to 19, 2026**, CFAO Retail invites Cameroonians to celebrate the **Made in Cameroon Fortnight**, now a must-attend event across its supermarkets and shopping centers. Through this initiative, Carrefour highlights local expertise, celebrates the creativity of producers, and showcases the richness of Cameroon's heritage—at the heart of its local anchoring strategy.

More than a commitment in principle, Carrefour's support for Made in Cameroon is reflected concretely on its shelves: **40% of its food assortment** and **25% of its overall offering** come from local production. Out of **15,000 product references**, more than **3,500 are sourced locally**. This momentum is driven by a strong network of **300 Cameroonian producers**, who account for **75% of the brand's suppliers**. Widely embraced by customers, these products generate **45% of food revenue** and represent **75% of volumes sold** in this category.

Throughout the fortnight, Carrefour stores will host a wide range of activities, including **free tastings, showcases of local brands, and meet-and-greet sessions with producers**—providing customers with multiple opportunities to (re)discover the richness of Cameroon's terroir.

From **May 7 to 10, 2026**, **PlaYce Yaoundé shopping center** will host around twenty small producers and artisans in a dedicated **Made in Cameroon village**, organized in partnership with the **LEGACI association**. Visitors will be immersed in the diversity of local products and expertise, blending tradition and innovation.

The event is supported by **His Excellency the Minister of Trade**, who is expected to visit the exhibition stands on **May 8, 2026**. This institutional backing reflects the growing interest in initiatives that strengthen local value chains and promote responsible consumption.

As part of this momentum, **three professional exchange sessions** will be held to support the development of Made in Cameroon products in Carrefour stores: on **May 8 at PlaYce Warda** and on **May 13 at Carrefour Market Bonamoussadi (Douala)**. Reserved for producers and brands wishing to join the Carrefour network, these sessions will provide insights into listing requirements, facilitate discussions with sourcing teams, and offer feedback from existing partners.

Finally, the **Made in Cameroon Innovation Award** returns for its **third edition**. The public will be invited to vote for their favorite products across three categories: **Food, Beverages, and Non-Food**. A true springboard for participating brands, this competition aims to boost their visibility and strengthen their brand awareness among consumers.

Through this rich and engaging program, enhanced by lively activities such as **weekend fitness mornings**, Carrefour reaffirms its long-term commitment to local producers and the development of the national economy. The general public, media, and partners are warmly invited to join this celebration of Cameroonian talent.

CFAO Consumer Cameroun employs nearly **1,000 people**. The company operates **four shopping centers** (Bonamoussadi, Ekié, Bonaberi, and PlaYce) and runs Carrefour under **one hypermarket and one supermarket in Yaoundé, four supermarkets in Douala**, as well as a **Supeco discount store in Douala**. It also manages a **brand club in Yaoundé**, featuring three stores: **Lacoste, Jules, and La Grande Récré**.

About CFAO Consumer

With revenues of €6.9 billion, operations in 47 of Africa's 54 countries, and nearly 21,000 employees, CFAO (Corporation For Africa & Overseas) supports the continent's growth, industrialization, and the emergence of a middle class. The Group leverages local expertise and on-the-ground knowledge to deliver world-class services and partnerships. CFAO operates across the entire value chain—from import and production to distribution—meeting international standards.

With Africa For Africa

Through CFAO Consumer Retail, the Group meets evolving African consumer needs by rolling out several retail formats, shopping centers, and a branded goods club. In partnership with Carrefour, CFAO Consumer Retail offers a wide range of international and locally sourced products with assured traceability and competitive pricing. The Supeco brand provides an even more affordable alternative for both individual and business customers, offering retail and bulk sales. CFAO Consumer Retail's public distribution activities are also built around shopping centers that serve as hubs for community life and commerce, anchored by supermarkets, dining areas, and retail galleries. CFAO Consumer Retail also partners with international brands in fashion, beauty, and toys.

En savoir plus sur nos activités au Cameroun

<https://www.cfaogroup.com/fr/consumer/cfao-retail/>

<https://www.linkedin.com/company/cfaoretail/>

<https://www.carrefour.cm/>

<https://www.playce-yaounde.cm/>

<https://www.facebook.com/CarrefourCameroun/>

<https://www.facebook.com/PlaYceYaounde>

<https://www.instagram.com/carrefourcameroun/?hl=fr>

https://www.instagram.com/playce_cameroun/

<https://www.playce-yaounde.cm/boutiques/jules/>

<https://www.playce-yaounde.cm/boutiques/lacoste/>

<https://www.playce-yaounde.cm/boutiques/la-grande-recre/> <https://www.facebook.com/LaGrandeRecreCM>

<https://www.supeco.net/>

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